

## FFY 2012 STATE AGENCY GOALS, STRATEGIES AND ACTION STEPS

**FFY 2012 Goals for the State Agency have been developed through the joint State/local planning process.** The process was developed and implemented by the State and local agencies and was designed to be a comprehensive planning and evaluation process that incorporates a State strategic plan, State and local agency annual plans, and program performance measures.

**A Nebraska WIC Program mission statement** was developed to define the program and its purpose. The Program mission statement is **"To make a positive difference in the nutrition and health of families and individuals by providing services in a professional and respectful manner."**

### **Strategic Planning Process**

The new process was modeled after portions of the state's MCH planning process and incorporates more input from WIC partners outside the state agency. Five year goals are developed for nutrition and breastfeeding. One to three year goals are developed for client services, vendor management and the new EBT requirements. The availability of evidence based interventions is included as part of the needs assessment. The original strategic areas were discontinued; goals were developed in nutrition and health areas identified as priorities. A summary of the revised process follows.

- Needs assessment phase—collection of information and issues for WIC categories from partner surveys, staff surveys and preliminary data collection; small state/local WIC agency and partners workgroups meet to further develop nutrition/health problem statements and review data for WIC categories and prioritize issues; a "client services" state/local WIC agency group was formed to address "service delivery" type issues
- Planning phase—the state/local WIC agency planning group meets in a two day session to 1) to review all problem statements and data and prioritize problems that will be addressed in goals, using a criteria scoring matrix; and 2) develop goal statements and strategies for each of the priority problems selected. Individual local agencies and the state agency develop agency action plans
- Implementation/evaluation phase—annual progress reviews completed and updates made to action plans based on progress reviews; a final evaluation completed at the end of the five year goals; the WIC performance measures continue to be used as an overall measure of program performance

### **Format used for the goals, strategies and action steps.**

- Goal statements are defined as clear, concrete and precise with a measurable outcome. They indicate what will result when the goal is accomplished.
- Strategies are defined as a statement that describes how the goal will be accomplished; strategies are action oriented.
- Action steps break the strategy into individual tasks which have distinct and independent purposes, each of which produces a deliverable.

### **Goals included in the FFY 12 Plan:**

- **Nutrition and Health, Breastfeeding, Client Services, Vendor Management, EBT**
  - A summary of action steps completed may be found in the "Special Notes/Evaluation Ideas" column under "Progress" Progress is highlighted, new goals, strategies and action steps have been indicated.

FFY2012 Goals, Strategies and Action Steps—Ongoing

Nutrition/Health, Breastfeeding, Client Services

State Agency Goal: Vendor Management

## ACTION PLAN – NEBRASKA STATE WIC PROGRAM – PROGRESS REPORT FY2012 PLAN

**JOINT BREASTFEEDING GOAL:** By August 1<sup>st</sup>, 2013, increase the percent of exclusively breastfed infants at 6 months of age.

	%	Date	Data Source
Baseline:	5.3%	2007	PedNSS Table 7F
Progress:	5.4 %	2008	PedNSS Table 7F
Progress:	8.1 %	2009	PedNSS Table 7F
<b>Progress:</b>	<b>%</b>	<b>2010</b>	<b>**</b>
<b>**Exclusive breastfeeding rates from PedNSS table 7F are no longer available due to issues in data collection and reporting. We will continue to look for the most appropriate and accurate data source to reflect rates of exclusive breastfeeding at 6 months of age.</b>			

**New Data Source:** State participation reports looking at assigned infant breastfeeding status and food package show the following % of fully breastfed infants. While age of infant is unknown – this does show the percentage of exclusively breastfed infants is increasing overall.

Date	% all infants fully breastfed	% of all infants partially breastfed	% of all infants formula fed
Oct 2009	6.7 %	19.3 %	74.0%
Sep 2010	9.5 %	16.1 %	74.5%
May 2011	10.2 %	15.0 %	74.9%

### **NEEDS ASSESSMENT:**

- The 2007 Pediatric Nutrition Surveillance Statistics show 68.2% of infants were ever breastfed, and 25% of infants were breastfed at least six months. The rate of any breastfeeding versus the rate of exclusive breastfeeding, only 5% of infants are exclusively breastfed 6 months of age and 13% exclusively breastfed at 3 months of age.
- The Healthy People 2020 Breastfeeding Goals for the United States include "Increase the proportion of infants who are breastfed exclusively through 6 months to 25.5%".
- WIC promotes breastfeeding as the norm for infant feeding. Policy recommendations from the American Academy of Pediatrics, the World Health Organization and the CDC state: "Exclusive breastfeeding is ideal nutrition and sufficient to support optimal growth and development for approximately the first six months after birth".
- Studies show that exclusive breastfeeding provides the most impact on long and short-term health outcomes.
- Staff support of exclusive breastfeeding, ability of staff to use effective counseling skills to help participants identify and overcome individual barriers to breastfeeding, and ability of staff to identify and manage common breastfeeding problems are essential elements to improve rates of exclusive breastfeeding and also breastfeeding duration.

**JOINT STRATEGY:** Provide encouragement, education and support for mothers to exclusively breastfeed for the first six months.

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
1. Participate in Nebraska Breastfeeding Coalition to collaborate with partners in activities that promote and support breastfeeding to ensure breastfeeding messages are consistent and to increase overall support for breastfeeding outside of the WIC environment.	Julieann	Ongoing	<b><i>Progress 2011:</i></b> Nebraska Breastfeeding Coalition continues to grow and build. State Breastfeeding Coordinator is a member of the NEBFC Leadership Team and is involved in strategic planning for Coalition. Two WIC Local Agency staff members participate as part of the NEBFC leadership team. WIC Local agency staff statewide has opportunities to participate in quarterly coalition meetings. Coalition developed breastfeeding promotion and support materials are provided to WIC clinics.
2. Collaborate with the Nutrition and Activity for Health Program to implement CDC Obesity Grant activities related to breastfeeding promotion and support.	Julieann	Ongoing	<b><i>Progress 2011:</i></b> WIC Breastfeeding Coordinator and WIC Director participated in workgroup providing input into the NE Physical Activity and Nutrition Plan, Breastfeeding Action Plan goal: To Increase Breastfeeding Initiation, Duration and Exclusivity.
3. Support advanced training for local agency breastfeeding coordinators to build stronger breastfeeding support system among WIC local agencies.	Julieann	Ongoing	<b><i>Progress 2011:</i></b> About 20 Local Agency CPA staff attended CLC training course in 2010. Local agency CPA staff are encouraged to attend the course in September 2011 and Spring of 2012 when the course will be offered in NE.
4. Define "exclusive" breastfeeding and how it relates to WIC to ensure consistent and accurate use of terminology for breastfeeding education and data reporting.	Julieann Workgroup	Sep 2009	<b>Action Step Completed in 2010</b>

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
5. Serve as proctor for CDC/USBC bimonthly webinars to keep updated on national breastfeeding priority issues and activities.	Julieann	Ongoing	
6. Provide administrative support to 11 WIC local agencies for the breastfeeding peer counseling program.	Julieann	Ongoing	<b><i>Progress 2011:</i></b> BFPC program has been implemented in 11 WIC local agencies. A complete report on the BFPC program activities in FY2011 is included as part of the State Plan. In November 2011, State WIC Director, Breastfeeding Coordinator and Nutrition & Health Consultant will attend the Peer Counseling Program Regional Training Event.
7. Identify and implement a staff assessment tool of breastfeeding knowledge, skills and beliefs in order to determine priorities for staff training.	Julieann	December 2009	<b><i>Progress 2011:</i></b> Action step completed in 2011 through implementation of the Using Loving Support to Grow and Glow in WIC training.
8. Provide and/or recommend breastfeeding training resources for local agency staff based on staff assessment tool to ensure staff members provide accurate, consistent messages that encourage exclusive breastfeeding.	Julieann	January 2010 & Ongoing	<b><i>Progress 2011:</i></b> All WIC Local agencies were required to report how local agency staff were trained using the Grow and Glow curriculum in FY2011.
9. Coordinate breastfeeding support and promotion with the new WIC food package and changes related breastfeeding mothers and infants.	Julieann	October 2009 & Ongoing	<b><i>Progress 2011:</i></b> As part of the April 2011 annual WIC conference all WIC local agency staff attended the session "Everyone Can Make Breastfeeding Easier" highlighting activities and ideas for defining WIC's role in improving and sustaining breastfeeding rates, and how WIC can provide breastfeeding friendly WIC clinic services and environment.

## ACTION PLAN – NEBRASKA STATE WIC PROGRAM – PROGRESS REPORT FOR FY2012 PLAN

**JOINT NUTRITION & HEALTH GOAL:** By August 1, 2013, reduce the percentage of Nebraska WIC children ages 2-4 that are at or above the 85<sup>th</sup> percentile BMI-for-age.

	%	Date	Data Source
Baseline:	29.6	2007	PedNSS Table 6F
Progress:	30.9	2008	PedNSS Table 6F
Progress:	31.4	2009	PedNSS Table 6F
<b>Progress:</b>	<b>31.0</b>	<b>2010</b>	<b>PedNSS Table 6F</b>
State Final:			

### **NEEDS ASSESSMENT:**

- Childhood overweight is a priority issue for public health.
- According to PedNSS data, the prevalence of childhood overweight among WIC children in Nebraska has steadily increased from 20% in 1994 to approximately 30% in 2007.
- Nebraska WIC system reports for 2007 show that 23% of all WIC children ages 2-4 were assigned a risk code for routinely feeding sugar containing fluids.
- Television viewing and having a television in the bedroom both have been associated with overweight in children 1-5 years of age.
- In 2007 – the Expert Committee Recommendations for Prevention of Childhood Obesity was published in Pediatrics. This expert committee paper presented the most complete review of evidenced based interventions and made recommendations related to specific healthy eating and activity habits, parenting actions and patient-centered communication protocols.
- Many of the Expert Committee recommendations can be implemented in the WIC setting.

**JOINT STRATEGY #1:** Use a family feeding dynamics approach to provide nutrition education.

<b>ACTION STEPS: (what &amp; why)</b>	<b>WHO:</b>	<b>WHEN:</b>	<b>SPECIAL NOTES:</b>
1. Provide workshop training opportunities for local agency CPA staff to improve staff knowledge of and ability to incorporate feeding dynamics as an integral part of nutrition and health education.	Julieann Contract trainer	April 2009 April 2010	<b>Action Step completed April 2009</b>
2. Attend the Ellyn Satter 4-day workshop; <i>Feeding With Love and Good Sense</i> to gain an in-depth understanding of the feeding relationship and improve ability to incorporate aspects of feeding dynamics into nutrition education from the state level.	Julieann	October 2009	<b>Action Step Discontinued in 2010 – workshop is no longer offered and no alternatives available.</b>
3. Implement feeding dynamics friendly nutrition education materials for	Julieann	July 2009	<b>Action Step Completed</b>

clients to ensure provision of consistent messages.	Workgroup		
4. Develop and implement a system to provide continual training opportunities related to feeding dynamics for local agency staff.	Julieann	September 2010	<b>Action Step Completed</b>
5. Implement nutrition education activities targeted at limiting consumption of sugar sweetened beverages, encouraging family meals and limiting eating out and fast food restaurants.	Julieann	March 2011 Ongoing	<b>Progress 2011:</b> No specific coordinated activities were implemented statewide in FY2011. Several Local WIC agencies implemented materials supportive of these messages. These messages are incorporated into nutrition education for children and families whenever appropriate.
<b>6. New Action Step:</b> Implement nutrition education messages and activities to coordinate with 2010 Dietary Guidelines and MyPlate Materials.	Julieann	January 2012 & Ongoing	
7. Participate in Community Nutrition Partnership Council activities to continue to implement action steps from SNAC plan.	Julieann	Ongoing	<b>Progress 2011:</b> State WIC Nutrition Coordinator participates in biannual CNPC meetings and WIC program collaborates on use of nutrition messages and educational materials

**JOINT STRATEGY #2: Encourage family lifestyle behaviors that increase physical activity.**

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
1. Implement nutrition education activities focused on limiting TV time to less than 2 hours per day and keeping television out of children's bedrooms.	Julieann	June 2011	<b><i>Progress 2011:</i></b> The messages of limiting TV time and increasing physical activity are incorporated into nutrition education for children whenever appropriate. The action step to implement a specific campaign statewide focusing on limiting TV time was discontinued.
2. Collaborate with the DHHS Nutrition and Activity for Health Program on physical activity promotion for preschool age children and share information and resources with WIC local agencies.	Julieann	Ongoing	<b><i>Progress 2011:</i></b> WIC Nutrition Coordinator continues to participate in Nutrition and Physical Activity for Health State workgroup to coordinate sharing of physical activity resources.
3. Collaborate with Community Nutrition Partnership Council to investigate the implementation of the "5-4-3-2-1-GO!" message throughout the lifecycle through combined campaign and materials.	Julieann	June 2012	<b><i>Progress 2011:</i></b> 5-4-3-2-1-Go messages and campaign is being implemented by the Community Nutrition Partnership Council. The first age group selected for material development was school-age, with materials specific to preschool age children to be developed/implemented over the next year. This action step timeline was extended.



## ACTION PLAN – NEBRASKA WIC PROGRAM – PROGRESS REPORT FOR FY 2012 PLAN

**STATE AGENCY VENDOR MANAGEMENT GOAL:** By August 1, ~~2011~~, 2012 the percentage of problem WIC checks will decrease.

EVALUATION	%	Date	Data Source
<b>State Goal</b>			
Baseline:	1.02%	FY 2008	Banking Reports
Progress:	.71%	October 2008 – May 2009	Banking Reports
Progress:	.68%	October 2009 – May 2010	Banking Reports
Progress:	.63%	October 2010 – May 2011	Banking Reports
State Final:			

### **NEEDS ASSESSMENT:**

- The new food packages will add new foods to the WIC approved foods provided to the WIC shopper. This will change the requirements for WIC authorized stores for inventory of specific categories such as fresh fruits and vegetables, whole grains, and baby food. There will also be changes for the WIC cashier as the value added voucher will be a new component of the WIC check cashing processing.
- Fiscal Year 2009 will be reauthorization of all of Nebraska WIC retailers. This will be an excellent opportunity for store visits by WIC staff to document selection criteria requirements. Final determination of approval will be made by State WIC staff after review of all the documentation as per our authorization process.
- Stores that are approved will then have staff attend contract training sessions held across the state at various locations. At these training sessions the new food packages will be explained as well as all of the other contractual components of the training.
- Training of WIC staff will be critical for the successful implementation of the new food packages. We will conduct a Train the Trainer program for local agency WIC vendor managers on the store authorization visit and contract training in preparation for the implementation of the new food packages. This training has been effective in the past for ensuring that all staff are informed and carry out the WIC authorization process and contract training in a consistent and effective manner across the state. The conducting of the store visits and training will be even more crucial with the implementation of the new food packages.
- Providing training will help ensure that cashiers and employees involved in WIC transactions are better informed on the WIC check cashing procedures, thus eliminating problems at the check out counter.

- Tracking rejected checks may provide another avenue for noting errors with WIC check transactions, inventory and pricing. Follow-up with the WIC client and/or WIC retailer through educational efforts may help to clarify procedures so as to avoid future problems.
- In addition to educational efforts, a strengthened monitoring program may also contribute to improvement of the WIC transaction and reduce problem checks.

**STRATEGY:** Coordinate training for vendor management staff and WIC vendors for successful implementation of the new food packages by meeting inventory, training, and policy requirements.

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
1. Collaborate with the Nebraska WIC Vendor Advisory Committee to foster a cooperative partnership in carrying out the implementation of the new food packages in the Nebraska WIC Program's authorized stores.	State WIC staff	Ongoing	<b>Progress 2011:</b> The committee has been an important partner in the food package implementation. The group continues to provide feedback and input on the new food package and other areas of vendor management through our ongoing meetings and communications.
2. Revise the vendor selection criteria, inventory requirements, and authorization process to reflect the new food packages.	State and local vendor management staff	October 2008	Utilize the results of the Nutrition Environment Measures Study and WIC retailer surveys to assess the needs of stores and current inventory levels of the new foods/categories. <b>Progress 2010:</b> Completed.
3. Revise vendor application materials to reflect the new food packages.	State and local vendor management staff	November – December 2008	<b>Progress 2010:</b> Completed.
4. Provide training to local agency WIC vendor managers on upcoming	Local and	March 2009	<b>Progress 2010:</b>

<b>ACTION STEPS: (what &amp; why)</b>	<b>WHO:</b>	<b>WHEN:</b>	<b>SPECIAL NOTES:</b>
changes with the new food packages so that staff are informed and will effectively carry out the vendor reauthorization/vendor training process successfully.	state WIC staff		Completed.
5. Conduct store authorization visits across the State.	Local WIC staff	April – June 2009	Selection criteria documented on store visit review sheets. <b><u>Progress 2010:</u></b> Completed.
6. Review and assess documentation of store visits to determine if authorization requirements have been met.	State WIC staff	June – July 2009	<b><u>Progress 2010:</u></b> Completed.
5. Develop a new contract training program for WIC retailers to be utilized by local agency WIC vendor managers.	Contractor in consultation with state and local staff	January – July 2009	<b><u>Progress 2010:</u></b> Completed.
6. Research and develop new training materials for the store staff focusing upon the intricate details of processing WIC checks, the cash value vouchers at the check out, and the WIC foods.	Vendor Management Workgroup (local staff, state staff, & retail staff)	January – July 2009	<b><u>Progress 2010:</u></b> Completed.
7. Provide support to local agency WIC vendor managers as they conduct vendor contract training sessions to all Nebraska WIC authorized retailers so that store staff is informed and the new food package implementation is successful for both the WIC shopper and the cashier.	State and local vendor management staff	August and September 2009	Attendance at contract training documented. <b><u>Progress 2010:</u></b> Completed.
8. Evaluate the effectiveness of the contract training sessions through a written evaluation completed by those attending.	State and local vendor management staff	August and September 2009	<b><u>Progress 2010:</u></b> Completed.
9. Monitor the implementation of the new food packages in the stores through: a. quarterly surveys completed by store staff to provide feedback to WIC staff, b. problem check banking reports, and	State and local vendor management staff	January 2010 April 2010 July 2010	Quarterly surveys Monthly banking reports Documentation of complaints as reported <b><u>Progress 2010:</u></b> The

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
c. documented complaints.			percentage of problem WIC checks has decreased as per the banking reports. <b>Progress 2011:</b> The percent of problem WIC checks has continued to decrease as per the banking reports. WIC clients and WIC retailers have expressed the desire to allow the WIC shopper to pay over the amount with the cash value voucher. WIC staff are in the process of evaluating this change to the program for the next retailer contract period.

**Evaluation 2011:** The action steps in this strategy have been successfully met and will not be carried over into FY 2012.

**STRATEGY:** Strengthen follow-up with retail staff through educational and monitoring efforts.

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
1. Utilize to a greater extent, the new training materials for the store staff developed in FY 2009 focusing upon the intricate details of processing WIC checks, the cash value vouchers at the check out, and the WIC foods to help make the WIC transaction a successful experience for the WIC shopper and the cashier.	State and local vendor management staff	Ongoing	<b>Progress 2011:</b> Focus upon a greater utilization of the valuable training tools developed and available to the local agency WIC vendor managers and retail staff.
2. Revise the monitoring tools for routine monitoring to meet the need	State and	July through	<b>Progress 2011:</b> The

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
for effective and efficient follow-up for WIC and retail staff.	local vendor management staff workgroup	September 2010 July 2011	monitoring tool s are undergoing revisions by the workgroup.
3. Pilot the new monitoring tools and revise if needed.	State and local vendor management staff workgroup	October & November 2010 July 2011	<b>Progress 2011:</b> The tools will be piloted by the workgroup.
4. Incorporate the new monitoring tools into the tablet PC's.	State and local vendor management staff	December 2010 August 2011	<b>Progress 2011:</b> The state WIC staff have coordinated with DHHS IT staff in testing the tablet PC's to ensure readiness and user compatibility.
5. New Action Step: Train local agency staff on how to use the tablet PC's to complete the routine monitoring and follow-up monitoring visits.	Local vendor management staff and state staff	September 2011	Regional training is being planned at two sites across the State.
6. Utilize the new monitoring tool for routine monitoring and follow-up monitoring.	State and local vendor management staff	January 2011 October 2011 and Ongoing	
7. New Action Step: Incorporate the tablet PC's into the on-site authorization monitoring visits for the new contract period beginning October 1, 2012.	State and local agency vendor management staff	April through June 2012	
6. Monitor the effectiveness of educational and monitoring and follow-up efforts with retail staff.	State and local vendor management staff	January 2011 April 2011 October 2011 through May 2012	Quarterly surveys Monthly banking reports Documentation of complaints as reported

## ACTION PLAN – NEBRASKA WIC PROGRAM- PROGRESS REPORT FOR FY 2012 PLAN

**CLIENT SERVICES GOAL:** By October 1, 2011, 2013 the Nebraska WIC Program will assess clinic systems and practices using the Participant Centered Services (PCS) Model and begin implementing Participant Centered Services into individual clinics.

### **NEEDS ASSESSMENT:**

- Local Agencies have a desire to improve clinic efficiency while maintaining quality service.
- As part of the planning process, it was determined that Nebraska's WIC program does not have standards to measure or evaluate agencies progress or results in the areas of customer service, certification, staffing and wait time.
- LA's may have multiple methods for completing various skills or clinic processes. Finding the best method or best practices would help to standardize the process, moving the program toward more effective and efficient services. Through the implementation of Training Clinic, we have begun to standardize many of the processes, although we have not specifically labeled them as best practices. The training clinic materials and processes can be built upon to identify or develop best practices.
- Our review showed that there are very few or no identified best practices in the WIC clinic service area.
- The Participant Centered Services (PCS) model developed for the Western Region by Altarum Institute is a business model that crosses over to all levels of WIC services and can be used to improve delivery of service through a systems based approach.

**STRATEGY:** Current operating practices at each local agency will be assessed using Participant Centered Education Model.

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
1. Initial meeting to train State WIC staff on basics of PCS model, discuss the approach and develop timeline.	Contractor Marge	June 2010	<i>Progress 2011: Completed June 2010</i>
2. Statewide training session for WIC Local agency staff to present PCS business model to WIC Local Agencies.	Contractor Marge Jackie Julieann	September 2010	<i>Progress 2011: Training held for 45 key local agency and state staff September 29, 2010. Completed</i>
3. State Level Assessment to determine State WIC Staff capability to support PCS and identify strengths and challenges for implementation.	Contractor Marge Jackie Julieann	October 2010	<i>Progress 2011: State Assessment conducted Oct. 12-15, 2010. Completed</i>
4. Local Agency Assessments to of at least four local agencies.	Contractor Marge	March 2011	<i>Progress 2011: Assessments were conducted at five local agencies and eight clinics during November 2010 and February 2011. Completed</i>

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
5. Presentation of State assessment report including findings, observations and recommendations for next steps.	Contractor Marge	December 2011	
6. Using the findings in the assessment report develop a strategic plan for implementation of Participant Centered Services in all Nebraska WIC clinics.	Contractor Marge State WIC Staff	<del>June 2011</del> September 2011	<i>A two day strategic planning meeting is scheduled for August 30 &amp; 31, 2011</i>

**Evaluation:** All the action steps with the exception of the final report (step 5) have been completed. The final report completion will be carried over to FY2012. We will move from the assessment to the implementation phase during FY2012. A new strategy that addresses the implementation plans follows.

**STRATEGY: (NEW STRATEGY) Begin implementation of Participant Centered Services.**

<b>ACTION STEPS: (what &amp; why)</b>	<b>WHO:</b>	<b>WHEN:</b>	<b>SPECIAL NOTES:</b>
1. Finalize Strategic Planning	Marge Peggy PCS Logistics Committee	January 2012	
2. Identify champions/mentors at local WIC agencies for the areas chosen during strategic planning.	Local Agency Directors Marge Julieann Jackie	January 2012	
2. Provide a two day training session for PCS Champions/Mentors.	Contractor Marge	June 2012	
3. Provide regional training for all local agency staff in topic areas identified as a result of the strategic planning meeting.	Contractor Marge Jackie Julieann	August 2013	
4. Evaluate current training clinic curriculum for PCS readiness and develop a plan for changes.	Marge Jackie Julieann Training Coaches	May 2013	
5. Develop an introductory PCS unit for use with all new WIC staff.	Marge Jackie Julieann Training Coaches	September 2013	
6. Evaluate state monitoring forms for PCS readiness.	All State WIC Staff	February 2012	
7. Develop a PCS monitoring form for use during local agency monitoring.	Jackie Marge Julieann PCS Champions	September 2012	



ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
8. Evaluate the feasibility of incorporating information obtained during the state and local agency assessments into outreach materials.	Lynn Marge Local Agency Directors	September 2012	
9. Evaluate state WIC policies and procedures for PCS readiness and identify those which need changes.	State WIC Staff	September 2013	
10. Incorporate PCS principles into MIS design	State WIC Staff Local Agency MIS Workgroups	September 2013	
11. Develop an evaluation plan for effectiveness of strategies implemented as a result of planning process	State WIC Staff Contractor Local Agencies	September 2013	

EVALUATION			

# FFY2012 Goals, Strategies and Action Steps—NEW EBT Goal

## **ACTION PLAN – NEBRASKA WIC PROGRAM- NEW FY2012 GOAL**

**EBT GOAL:** Nebraska will successfully implement EBT by 2020 in compliance with the Healthy, Hunger-Free Kids Act of 2010 mandate.

### **NEEDS ASSESSMENT:**

- All states must have implemented EBT by 2020 as mandated in the Healthy, Hunger-Free Kids Act of 2010.
- EBT provides tremendous benefits to the WIC participant such as:
  - Removing the stigma at the check out by making it less noticeable;
  - Creating an open basket experience by not requiring WIC foods to be separated from the rest of the food;
  - Creating confidence in choosing the right food, as the approved foods will be in the store systems by UPCs;
  - Only one card per family instead of multiple checks per client per month;
  - The client is able to purchase what WIC authorized foods they need when they need them; and
  - The transaction will go faster and more efficiently.
- EBT provides tremendous benefits to the grocery stores such as:
  - Greater efficiency at the check-out;
  - Greater accuracy because the WIC approved items will be in the system by UPC;
  - Cashiers will have fewer conflicts with clients, thus, improving customer service; and
  - Problem checks will be greatly reduced, saving time and money for the store.
- EBT benefits to the WIC program include:
  - Time and money saved in efficiencies including elimination of retailer problem checks, elimination of check printing problems at the WIC clinic;
  - Enhanced ability for reporting on foods purchased;
  - Ability to track/monitor retail prices more efficiently and effectively; and
  - Access to an enhanced data base of information regarding the WIC transaction and payment process.

**STRATEGY:** Work cooperatively with retailers, local WIC agencies and other stakeholders to plan and implement an EBT system the meets Nebraska's needs.

<b>ACTION STEPS: (what &amp; why)</b>	<b>WHO:</b>	<b>WHEN:</b>	<b>SPECIAL NOTES:</b>
1. Submit PAPD to FNS for approval.	Peggy Trouba, WIC	7/15/2011	

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
	Program Director		
2. Upon approval of the PAPD, Burger, Carroll and Associates, Inc, Nebraska's Information System Project Manager, will also become the Planning Contractor/Project Manager for EBT.	Peggy Trouba BCA	10/15/2011	
3. Submit feasibility study to FNS for approval.	Peggy Trouba	12/15/2011	
4. Submit IAPD and EBT Implementation Contractor RFP to FNS for approval.	Peggy Trouba	4/15/2012	
5. Procure Implementation Contractor to implement an electronic benefit transfer system solution for the Nebraska WIC Program.	Peggy Trouba	11/1/2012	
6. Pilot EBT in Nebraska to assure stability and functionality of system.	Peggy Trouba and EBT Implementation Contractor	4/1/2015	<ul style="list-style-type: none"> <li>○ Interface of the EBT system with the IS system for issuance of benefits at the clinic level.</li> <li>○ Complete, accurate, and successful check out processes for the client and cashier.</li> <li>○ Complete and accurate transmission of check data to the host from the retailer and successful transmission of files back to the retailer from the host with correct and accurate payment records.</li> </ul>
7. Successful statewide expansion of EBT for the Nebraska WIC Program.	Peggy Trouba and Nebraska	10/1/15	

ACTION STEPS: (what & why)	WHO:	WHEN:	SPECIAL NOTES:
	WIC Program Staff and Contractors		

EVALUATION			
Evaluate the effectiveness of the EBT system to the WIC clients, retailers, and staff.	Peggy Trouba and program staff	10/01/15 through 09/30/16	<ul style="list-style-type: none"> <li>○ Client satisfaction with EBT vs checks through surveys</li> <li>○ Retailer input on EBT effectiveness and service through pre and post EBT implementation surveys, on-site store visits, and advisory groups</li> <li>○ Clinic staff feedback through pre and post EBT implementation surveys and workgroups</li> </ul>